

June, 1993

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR NATIONWIDE, ADVANTAGE, KEY AND INSTANT LIVING

Trip Winners Announced: Top Ten Sales Professionals Earn a Place on Cruise of a Lifetime

1. **Gay Clary**
Jacksonville

High Drama until the very end...

the Year-to-Date standings and also nailed down \$1,500 in the Fourth Quarter Contest. What a finish!

2. **Dave Schwartz**
Instant - Gulf

A month ago, there was very little that you could take for granted when it came to predicting the winners of the big trip.

Tom Threadgill - the New Superstar

3. **Sandy Arkelin**
Tyler

There was little doubt in anyone's mind that super-stars **Gay Clary**, **Dave Schwartz**, **Sandy Arkelin** and **Gary Robson** would be there... they've each performed superbly month after month. It was a real challenge, though, figuring out who else would rise to the top. Here are just a few stories about people who would not be denied...

No, the following story was not written by Horatio Alger. It is the tale of **Tom Threadgill**...winner of the first quarter contest and longshot winner of his own cabin on the company cruise. Why a longshot winner? Because at the beginning of March, Tom was NUMBER 33 Year-to-Date in President's Club Points. How did he make this incredible comeback? By selling an incredible 16 new homes for an unbelievable 153.7 President's Club Points in ONE QUARTER! Great job, Tom, and congratulations.

make the cruise but you are Number 24 Year to Date with only one month to go. What do you do? Roll over? No way! You explode for an incredible 9 new homes (and one used) in one month and thrust yourself into the top 10! Unbelievable!

one more time!

4. **Yvonne Lujan**
Albuquerque N/W

Yvonne Lujan's Big Finish

Yvonne was on the last trip and knows that it is the best time to be had all year. This considered, she obviously did not want to be left behind for this one. Just three short months ago, she was in the middle of the pack (no. 17 YTD) experiencing a year that wasn't up to her usual standards. In April and May, she exploded for an astounding 117 President's Club Points and 13 new home sales! As a result, she skyrocketed all the way up to 4th place in

Along with **Yvonne Lujan**, three other 1992 sales pros will be on this year's trip. The "Point"er Sisters from Tyler, **Sandy Arkelin** and **Vivian Lowery**, both will make repeat appearances. Sandy is best remembered for winning at Bingo 3 different times last year while Vivian was known as "the woman who didn't bring enough Dramamine." Channelview's **Jack Doss** also will be sunning himself on the "Majesty of the Sea's" decks. Congratulations, everyone!

6. **Tom Threadgill**
Instant - Alb.

7. **Vivian Lowery**
Tyler

8. **Tav Blankenship**
Mesquite

Tav Blankenship - Comeback of the year

9. **Roger Jackson**
Fort Worth

Let's say you're **Tav Blankenship** at the beginning of the month of May. You've just been promoted to Sales Manager in Mesquite and are responsible for all of the duties that go with the position. You would love to

10. **Jack Doss**
Channelview

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COMPANY BIRTHDAYS JULY, 1993

James McCoy
July 3rd
John Raine
July 4th
Barry Park
July 6th
Rita Mallat
July 7th
J. Debose
July 7th
Dave Davis
July 9th
Yvonne Lujan
July 9th
Rick Crosby
July 12th
Mike Wallace
July 21st
David McMichael
July 21st
Dennis Brinkhus
July 21st
Wendell Turner
July 22nd
Reeda Speck
July 23rd
Kevin Burnett
July 24th
Chuck Carney, Jr.
July 25th
Catherine Ford
July 25th
Rene Ramirez
July 28th
Bob Mackie
July 29th
Bill Williford
July 31st

Anniversaries will no
longer be noted in the
newsletter. -editor

CRAIG REYNOLDS

Mobile America...

Past Present and Future

Starting in March, 1971 at a single location on Spencer Highway in Pasadena, Texas, Mobile America (your company) is larger and broader-based than ever in its 22-year history. Together we have met every challenge, over that period, capitalizing on the great times and successfully navigating the hazards of rapidly changing business conditions. Most notable in our history was a successful response to the unprecedented economic decline in this region beginning in late 1983 and lasting a full seven years. Our management creed "Hope for the best but plan for the worst" has served us well.

A Year to Remember...

With our business (fiscal) year ending May 31, we have just wrapped up 1993, and are entering 1994. 1993 has proven to be a pivotal and important year

- Our sales locations grew 64% (from 14 to 23)
- We entered the transportation business
- We entered the manufacturing business
- ARGJ has grown into a real market force
- Sales and profitability are now at record levels
- We formed several important alliances with lenders and suppliers.

On the Horizon...

Where 1993 saw us position for the future, 1994 will bring even more exciting changes and a whole new dimension to your company. We will become even larger and more diverse in preparation to access the public funds market and to insure our place as the leading manufactured housing company in the region. We will work even harder than in 1993, and the rewards (both short-term and long-term) will come.

Your company is entering a new era. It has already grown to levels beyond even the best years of its long history. 1994 will be even more impressive, and it's only the beginning! Our resources, skill, tenacity, experience and momentum will enable us to reach our full potential. 22 years ago, on a single lot in Pasadena, Texas, it was only a dream - today it's reality!

4th Quarter Contest Results

Threadgill's Awesome Quarter

Instant Living's (Albuquerque) **Tom Threadgill** put three marvelous months together and took home the grand prize of \$2,000 in the quarterly contest. His total of 153.7 points in March, April and May was enough to guarantee him the big money and a place on the cruise.

Also scoring big, **Yvonne Lujan** took down \$1,500 in prize money by finishing in

second place. The comeback kid, **Tav Blankenship**, scored 83.6 points in May alone and pocketed \$1,000 in cruise spending money. Tav's coworker, **Dusty Kollmansberger**, had three solid months in a row and secured fourth place in the contest. That was good for \$750 in winnings! Congratulations, Dusty! Rounding out the winners was none other than Fort Worth's **Gary Robson**. He averaged 33.3 President's Club Points per month to ensure himself of the \$500 fifth place prize. "Big Mo" is on Gary's side so look for him to have a big summer, also.

Congratulations to all the winners! Also, consider this the formal announcement for the First Quarter Contest for Fiscal Year 1994. The prizes will remain the same, along with the criteria for winning, so start selling now and don't forget to maximize your sales.

The Gold Level Trip Winners Announced

Denton's **Christi Linley**, Lancaster's **Tom Wilson**, Denton's **Dennis Brinkhus**, Midland's **Dewayne Click**, Lancaster's **John Raine**, Tyler's **Randy Taylor**, Mesquite's **Dusty Kollmansberger**, Albuquerque's **Randy Hise**, Jacksonville's **Jack Williams** and the SuperCenter's **Randy Wilson** all will be enjoying themselves on the second company trip, tentatively scheduled for sometime in September. **Chuck Carney, Jr.** has narrowed the potential sites down to Cabo San Lucas, the Cayman Islands or Cancun.

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WHO'S HOT

SPECIAL MENTION



Gay Clary - Jacksonville

Gay finished at the top of a very impressive list of sales pros...she was number one company wide for the year. Congratulations, Gay, you are the very best!

Tav Blankenship - Mesquite

10 Deals in May! 3rd Place in the Quarterly Contest! Holy Cow! 83.5 President's Club Points in one unbelievable month! Way to go, Tav!

Dusty Kollmans- berger - Mesquite

Dusty's four new homes were an essential ingredient to Mesquite's success in May. Her 36.5 President's Club Points in May were enough to put her in the Gold Level of the P.C. Club and consequently, on the second trip. Way to go, Dusty!

Vivian Lowery - Tyler

Vivian laid claim to her place on the cruise by selling an incredible 5 new homes in the month of May. No stranger to success, expect Vivian to be at the top year after year.

Randy Taylor - Tyler

Or is that Randy Tyler Taylor? Anyway, this sales professional nailed down 7 deals in the month of May....enough to earn him a spot on the second trip.

Yvonne Lujan - Albuquerque

As you read on the front page, Yvonne put together a month (and a quarter!) that will be remembered for a very long time. Her 9 deals in May and 2nd place finish in the quarterly contest helped her take down \$1,500

in spending money for the cruise. Way to go, sales pro.

Randy Hise -

Albuquerque N/W

Randy nailed down three deals in May...a good, but not great statistic. What is great is that he made an incredible \$35,320 in payable gross on just those three deals. Randy attributes his success to his religious use of the model value guide system.

Al Duran -

Albuquerque N/W

Al came alive in May and scored big on four new homes. His \$24,257 in payable gross was good for 38.5 President's Club Points. Way to go, big Al.

Tom Threadgill -

Instant Living in Albuquerque

Getting in this section of the newsletter is getting to be a habit for Tom. He took down another 7 deals in May and completed one of the most profitable quarters for a salesman in company history. He, along with Yvonne, won some cruise spending money (\$2,000) by finishing tops in the 4th quarter sales contest. Hats off to Tom!

Roger Jackson - Fort Worth

Fort Worth's perennial superstar did everything right in May and finished the year with a very impressive 228.4 President's Club Points. Roger has been a consistently strong producer for the company since his

days in Killeen and is a very valuable member of the Nationwide of Fort Worth team. Keep doing what you do, Roger, you are one of the very best!

Gary Robson - Fort Worth

The man with the golden speedo showed everyone what he is made of in May by taking down another 4 new doublewides. This guy has become so consistent, it's scary. With his momentum, Gary has a shot at #1 in '94.

Vince Cipollone - 288 SuperCenter

The Italian Stallion of 288 took down 4 new home deals in May for an impressive 49.7 P.C. Points! Keep it going, Vince, you're doing great!

James Lee, III. - 288 SuperCenter

Mr. Lee scored big in May...4 new home deals for \$21,968 in payable gross. He was a critical part of 288's super month. Way to go, Mr. Lee!

Rene Ramirez - Instant - Gulf Fwy.

Four deals in May, 3 of them new. Houston's high preist of profit continues to amaze. In his first year with the company, Rene easily made the elite silver level of the President's Club. Congratulations, Rene!

Jack Doss - Channelview

This cowboy finished this fiscal year in typical fashion....at the top. Jack did what it took and put together a heck of a May. His 38.6 President's Club Points were enough for him to occupy a place on the cruise.

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QUOTES OF THE MONTH

"Luck is what happens when preparation meets opportunity."

-Elmer Letterman

"I'm not wearing any pants!"

- David Letterman

"Chance Favors the Prepared Mind."

-Louis Pasteur
of safe milk fame

"No problem can stand the assault of sustained thinking"

- Voltaire
famous for good newsletter quotes

"Progress always involves risk; you can't steal second base and keep your foot on first."

- Frederick Wilcox
not famous at all.

"Send in your weekly reports by Saturday morning."

- Chuck Carney, Jr.
of Chuck Carney, Jr. fame

SOURCE:
Motivation Quotes

LAURIE LOWERY

Company takes a big step forward in 1993 insurance penetration

Here we are at year end, one big step closer to our goal. This year, Nationwide, Advantage and Instant Living attained 73% average physical damage insurance penetration over last year's 63%. Given an increasingly competitive lending climate, an aggressive commission program, and the support of American Modern Home's experienced training and marketing staff, I know 90% is well within our grasp.

The SuperCenter (Nationwide South) finished out the year #1 in premium volume with \$102,389 in physical damage premium! Given their staff's aptitude for maximizing insurance opportunities and overcoming the obstacles of high coastal rates and restricted areas, these numbers are no surprise.

Instant Living's **Dave Schwartz** began his illustrious career with us in July of last year but managed to pull out \$34,047 in premium sales, accounting for over a third of the sales generated at his location and making him the #1 insurance salesman in the company.

Considering that many locations made a commitment to improve their insurance sales, next year's numbers will look very different. Expect great things from East Texas, North Texas, Lancaster (with the addition of the talented **Cathy Jackson**), Nationwide of

Albuquerque and Huntsville. After Mesquite's performance in May (22 out of 24 deals sold w/ insurance) they too are HOT!

We would like to thank everyone that contributed to the success we experienced this year. Although we do not currently have an award program for insurance sales, we are working with our American Modern Home Rep., **Tom Contreras**, to develop awards for annual and quarterly achievement in the categories of premium volume, penetration and cash policy sales. In addition, we plan to recognize salespeople by providing awards for attaining certain insurance premium sales levels.

In Conclusion...

Again, thanks for your support. If Coastal can do anything to help make the "secondary sale" a little easier, we are always open to suggestions. Have a great year!

Insurance Penetration Final Results

Eastex Freeway	88%
Jacksonville	85%
Huntsville	83%
South	82%
Mesquite	81%
Channelview	80%
North Texas	77%
Instant - Gulf	76%
Instant - Alb.	75%
Lancaster	74%
East Texas	70%
Granbury	65%
Midland	64%
Fac. Out.-Lanc.	60%
Fort Worth	57%
Albuquerque N/W	55%

EDITOR

Q&A

Dwayne M. Teeter
is the Editor of the
President's Club Monthly
and is Special Projects
Manager for Nationwide
Housing Systems, Inc.

Dear Editor,

I have noticed the model names for American Homestar (Galaxy and Meridian) are consistent with the "space" theme of the Manufacturer's name. Would you please tell me if there were any other names considered and if you know of any of our competition's model names that never made it onto a house. Signed,
Curious in West Texas.

Certainly there were a number of other names considered but none fit the theme as well. Look for a continued use of "space" related model names on future models of these homes. In response to your second question, my research team has uncovered a number of model names that were seriously considered for use by some of our competing manufacturers. For one reason or another, these names never represented any of their products.

"Formaldyhome" by Fleetweird
Schultze's "Galvanized Ghetto"

"The Pearl Harbor Particle Board Palace"

Thanks for your letter and happy selling!

This column was formally called "letters to the editor" but has changed in order to take advantage of the attractive "Q & A" graphic which appears at the top.

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NEW HOME FINANCE PROGRAMS as of June, 22

FORD

10.99 to 11.99 %
5% to 10% Down.

C.I.T.

With 10% Down...
9.00% APR if they are
being delivered to private
property
9.25% APR if they are
being delivered into a park.
With 15% Down...
8.75% APR if they are
being delivered to private
property
9.00% APR if they are
being delivered into a park.

SECURITY PACIFIC

10.25% APR - Fixed Rate.

8.50% - 8.99% Variable
Rate (depending on down)

VANDERBILT

FHA only - 10.75% APR
180 month max term.

GREENTREE

11.00% APR Conventional
Singlewide - 5% down on
private property or 10%
down anywhere
10.5% APR Conventional
Doublewide - 5% down on
private property or 10%
down anywhere.
Greentree will finance only
one year of their own
insurance.

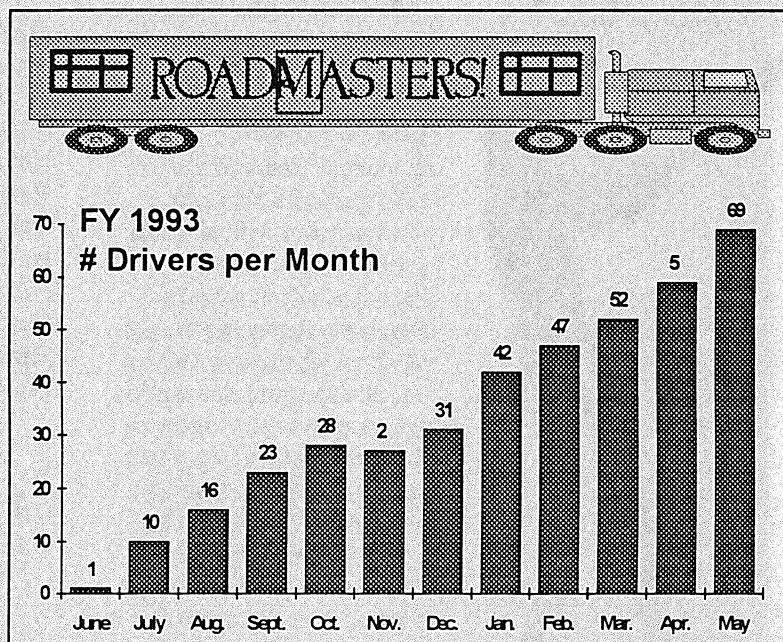
Chuck Ladd

Roadmaster's Tops in Texas Trucking in First Year !

"It has been a phenomenal year," said **Larry Moran**, partner and President of Roadmasters. "To start from scratch and go to number one in our first year is a tremendous accomplishment. I am very proud of our drivers and our terminal managers. They have worked extremely hard to help Chuck and I get Roadmasters up and running. Our goal of superior service through superior drivers has obviously paid off." The demand for contract drivers has tripled in the last twelve months. Roadmasters is presently supplying the drivers and equipment to meet the increased demand. Our focus is on securing the very best drivers in the industry. That focus directly correlates to the company's phenomenal growth. You see, drivers are businessmen just like you and me. They make a significant investment to get into business, however, very few companies appreciate them. Roadmasters is different in the fact that we respect and appreciate. They play a vital role...the liason between the company and the customer.

Service is the Key to our Success

We must, of course, provide superior service for the manufacturer and the retailer. Top notch, quality drivers



ALWAYS provide superior service, subsequently we focus our business on drivers (supply) rather than sales (demand).

Roadmaster's rapid growth, shown in the graph above, has placed a real challenge on our administrative department. Larry, **Julia Dotson** and our office Manager **Jeri Moran** handled everything for the first eight months of operation.

Kelly Crocker and Corporate Traffic Manager **Doug Walsh** joined the team in March to help manage the increased business. The newest member of the Roadmaster's team is Mr. **Gene Johnston**. Gene will assist terminal managers, handle safety programs, and be responsible for sales development of the western and midwestern regions of the country. Gene has 25 years of experience in our industry and is the kind of man we have needed to take

Roadmasters to the next level. We are very proud to have him on the team.

Redman, Oak Creek and Nationwide made up a total of 44% of Roadmaster's business in Fiscal Year 1993.

Looking to the Future...

The first year was rewarding and profitable. Year two will be even better. The company expects sales to triple in fiscal year 1994. A challenge...yes. A stretch...you bet. Will we achieve it?

.....ABSOLUTELY!!! As it stands, we are number one in the state, which is a nice feeling. Our sights, however, are set on a much larger area...can you say "U.S.A." ?

CHUCK LADD IS VICE PRESIDENT OF NATIONWIDE HOUSING SYSTEMS, INC. AND IS ACTIVELY INVOLVED IN THE MANAGEMENT OF ROADMASTERS AND KEY HOMES IN GREENVILLE

THE NEW



MVP

INCENTIVES

New Program Announced, Will Last all Year

By popular demand, the MVP program has been reworked and will now be a permanent part of the President's Club Incentive Program. Replacing the old MVP which expired on May 31, this new program will no longer require that forms be filled out and will automatically be rewarded along with all other P.C. points. The program is now open for all Homestar sales, not just stock homes. To simplify things, there are now only home runs, triples, singles and the new, exciting "Double Play."

Here's How it Works

There is a minimum payable requirement for your sale to qualify for a home run or triple. It is as follows....

Homestar Singles.....\$5,500
Homestar MVP's.....\$4,500
Homestar Doubles (Lancaster Plant).....\$7,500
Homestar Doubles (Burleson Plant).....\$10,000

Here are the specifics on each level of the program...

HOME RUN 7 Bonus Points

- 1) Customer is sold any Model of American Homestar
- 2) Minimum profit criteria is met,
- 3) 3 Years P.D. included
- 4) Credit Life Included

TRIPLE

5 Bonus Points

- 1) Customer is Sold any Model of American Homestar
- 2) Minimum Profit criteria is met.
- 3) 3 Years P.D. Included

DOUBLE PLAY!

5 Bonus Points

Salesman sells 1 (or more) American Homestar Singlewide and 1 American Homestar Doublewide (from either plant) in the same month. No other criteria.

SINGLE

1 Bonus Point

Customer is sold any model of American Homestar

GRAPEVINE

Homestars Start Moving

The SuperCenter's **Rick Crosby** recently became the first salesperson to sell a Burleson American Homestar doublewide. "The customers had been looking at a Palm Harbor," said Rick, "but it didn't take me long to convince them that the Homestar was a much better home for the money." Rick scored a \$10,000 payable gross on the home. Way to go, Ricky!

Cathy Jackson Welcomed to Nationwide of Mesquite Team

Cathy Jackson, formerly of Samco Mortgage, has joined Nationwide of Mesquite, Inc. as Business Manager for the two Lancaster locations.

"Cathy was always super to work with when she was at Samco," said Nationwide of Mesquite President **Larry Speck**, "and I could not be more happy to be working with her now. She's always been a great 'people person' and this new position will enable her to utilize her own unique talents." Cathy's responsibilities will include closing all deals, increasing insurance penetration and expediting loan funding. Welcome to the Nationwide family, Cathy!

Dennis Brinkhus, the

Man, the Myth, the Magic

Denton's Sales Manager.

Dennis Brinkhus continues to dazzle in North Texas. In May, he closed \$7,097 in Credit Life insurance and had average new home payable gross of over \$6,500! Along with President **Robby Golden**, Dennis has contributed to Denton's consistent gains in profitability. Congratulate him on his success when you see him.

Work on "Pursuit"

Continues

In what has developed into a huge project, the Pursuit sales tracking software continues to evolve into a

productive tool which can simplify an organize a location's potential sales. Changes to the program are made daily so that it can fit the way that Nationwide does its business. Dwayne Teeter has been working at the SuperCenter 8 hours a day, 4 days a week, so that it will continue to grow into something that we can use. At this moment, Pursuit is maintaining a customer database, printing letters daily to all new prospects, "spec"ing out retail orders, keeping track of inventory and, as of this week, is producing Chuck's weekly traffic reports and "inventory on order" reports at the touch of a button. Look to this newsletter for future reports on Pursuit's progress.